



Saranac Lake Progress Report

January 20, 2015

Process

Zero Moment of Truth and the 5 Stages of Travel



Media

“Depending on how you measure and monitor, an article it is between 10 times and 100 times more valuable than an advertisement.”

-Michael Levine, publicist & author

Media

A recent study from 2014 by Nielsen on the role of content in the consumer decision-making process concluded that PR is almost 90% more effective than advertising: “On average, expert content lifted familiarity 88 percent more than branded content...”

Media

“Countless studies report that, next to word-of-mouth advice from friends and family, editorial commentary (usually generated by your friendly, behind-the-scenes PR practitioner) carries far more weight than advertising.”

- Steve Cody, Inc. Magazine

Media

Advertising	Public Relations
Paid	Earned
Builds exposure	Builds Trust
Audience is Skeptical	Gives 3rd-party validation
“Buy this product”	“This is important”

Media

1/2/2014	Parade Magazine via minitime	North America's Coolest Winter Festivals	http://www.parade.com/246435/minitime/north-americas-coolest-winter-festivals/
1/3/2014	philly.com via minitime	North America's coolest winter festivals	http://www.philly.com/philly/living/travel/20140102_Parade_North_America___s_Coolest_Winter_Festivals.html
1/24/14	Travel and Tour World blog	Adirondack Winter Festivals Kick Off January 31 with the Saranac Lake Winter Carnival	http://www.travelandtourworld.com/news/article/adirondack-winter-festivals-kick-january-31-saranac-lake-winter-carnival/
6/11/14	McCall.com blog	#Adirondack mountain #biking activities abound	http://blogs.mcall.com/outdoors/2014/06/adirondack-mountain-biking-activities-abound.html
6/16/14	syracuse.com	Adirondack Campgrounds Offer Adventure & Family-Friendly Options	http://www.syracuse.com/travel/index.ssf/2014/06/isles_to_icons_-_nys_adirondack_campgrounds_offer_adventure_family-friendly_opti.html
7/2/14	CNN Travel	Leaves for miles and miles	http://www.cnn.com/interactive/2014/07/travel/50-states-natural-wonders/?hpt=hp_c2
7/2/2014	Money	3 Ways to Get the National Park Experienceâ€”Without the Crowds	http://time.com/money/2945806/3-ways-to-get-the-national-park-experience-without-the-crowds/
7/8/14	Ottawa Citizen	Daytripping on the Raquette River	http://ottawacitizen.com/travel/daytripping-on-the-raquette-river
7/17/14	samantha-brown.com	6 Marvelous Mountain Escapes	http://samantha-brown.com/ideas/6-marvelous-mountain-escapes/
9/8/14	BikerNation.biz	Touring the Six Million Acre Motorcycle Friendly Park that Never Closes	http://bikernation.biz/blogs/news/16363439-touring-the-six-million-acre-motorcycle-friendly-park-that-never-closes
9/10/14	Sherman's Travel Blog	26 Excellent American Road Trip Destinations for Fall	http://blog.shermanstravel.com/2014/09/10/26-excellent-american-road-trip-destinations-for-fall/
10/1/14	Travel Agent Central	Top Fall Foliage Getaways	http://www.travelagentcentral.com/family-friendly-travel/top-fall-foliage-getaways-slideshow-48104
11/4/14	FunTravels.com	Check Out the Annual Saranac Lake Winter Carnival	PDF saved, http://www.funtravels.com/States/New%20York%20State.html#Anchor-Check-11481
12/9/14	Gothamist	Six Winter Carnivals And Festivals	http://gothamist.com/2014/12/09/six_winter_carnivals_and_festivals.php
12/11/14	Little Family Adventure	Get Away to the Adirondacks for Holiday Festivities in a Winter Wonderland	http://littlefamilyadventure.com/get-away-adirondacks-holiday-festivities-winter-wonderland/
12/15/14	Examiner.com	Adirondack Region Offers and Discounts on Many Things	http://www.examiner.com/article/adirondack-region-offers-and-discounts-on-many-things
12/15/14	Funtravels.com	President's Week Deals at Adirondack Ski Resorts & Beyond	http://www.funtravels.com/States/New%20York%20State.html#Anchor-President's-49575
Spring 2014	Bird's Eye View in-flight magazine	Why is the Sugar Maple New York's official tree?	PDF saved
Summer 2014	Bird's Eye View in-flight magazine	Saranac Lake Area Chamber - Cape Air Business of the Year	PDF saved

Media

North America's Coolest Winter Festivals

JANUARY 2, 2014 – 5:00 PM – 0 COMMENTS



By **MINITIME** @MiniTimeFamily



Saranac Lake Winter Carnival: Jan. 31-Feb. 9, 2014

Less than an hour from the Canadian border, this pretty town in **New York's** Adirondacks has been hosting this winterfest—with a giant homemade ice palace as its centerpiece—since 1897, when the lake supplied blocks for home iceboxes all over the region. There are winter sports contests—such as alpine and Nordic skiing, kids' skating races, and curling—as well as snow broomball, snow volleyball, snowshoeing and an all-ages ultimate Frisbee contest. This year's theme is Celtic Carnival, and festivities will include a parade and fireworks.

Media

EVERYDAY MONEY TRAVEL

3 Ways to Get the National Park Experience—Without the Crowds

Stirling Kelso | July 2, 2014



Visit these state parks to trim your vacation bills and avoid the summer swarms.

Cost: Free Entry

At roughly the size of Vermont, this patchwork of state and private lands makes up [the country's largest state park](#). Another plus: It's an easy drive or Amtrak ride from most of the Northeast. Rather than heading to pricier Lake Placid, make Saranac Lake your jumping-off point; get a lake-view room at Gauthier's [Saranac Lake Inn](#) starting at \$99. Avoid the summer hiking crowd of the High Peaks region by going east to Split Rock Mountain Wild Forest, says [InsidetheMap.com](#) outdoor guide Elizabeth Lee.

Social Media

Facebook	1,498 followers
Twitter	896 followers
Google +	73 followers 40,589 views
Youtube	16 subscribers 1,776 views
Pinterest	73 pins 222 followers

Blog Content

480 posts

27,688 pageviews

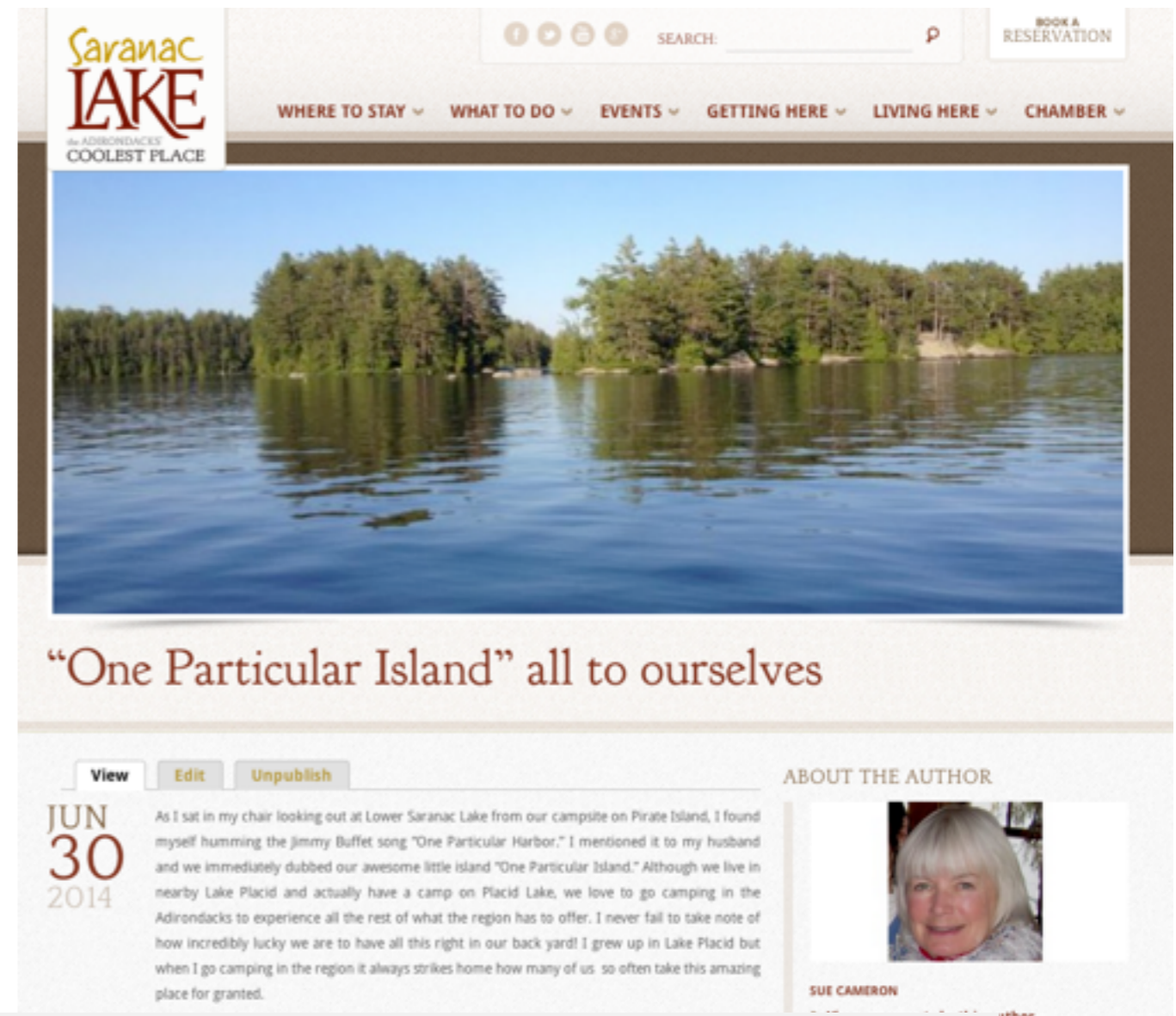
18,834 site entrances

Blog Content

3,781 views

3,434 unique views

2,098 entrances



Easy to find?

Submitted by Brian Scully on Fri, 01/02/2015 - 14:21.

My wife and I just reserved pirate island for 5 nights in early september!! We are so excited!! So will our dog Gus be when he realized all the swimming he is going to do!! My question to you is did you have difficulty finding the island? We are experienced campers and boaters and I have no doubt that we will find it, though we were curious :)

[delete](#) [edit](#) [reply](#)

Easy to find Pirate Island

Submitted by Sue Cameron on Thu, 01/08/2015 - 11:41.

Hi Brian - You'll love Pirate Island and so will Gus! It is very easy to find and not far from the mouth of the river where you'll enter Lower Saranac from river where the launch is located. If you look at the map above, between sites 55 and 56 is where the mouth of the river is. Bluff Island will be right in front of you. You'll go around the left side of Bluff and Pirate Island is on the other side of Bluff. You can see it on the map - site #21. Have a great time! Let us know how your trip was afterwards.

[delete](#) [edit](#) [reply](#)

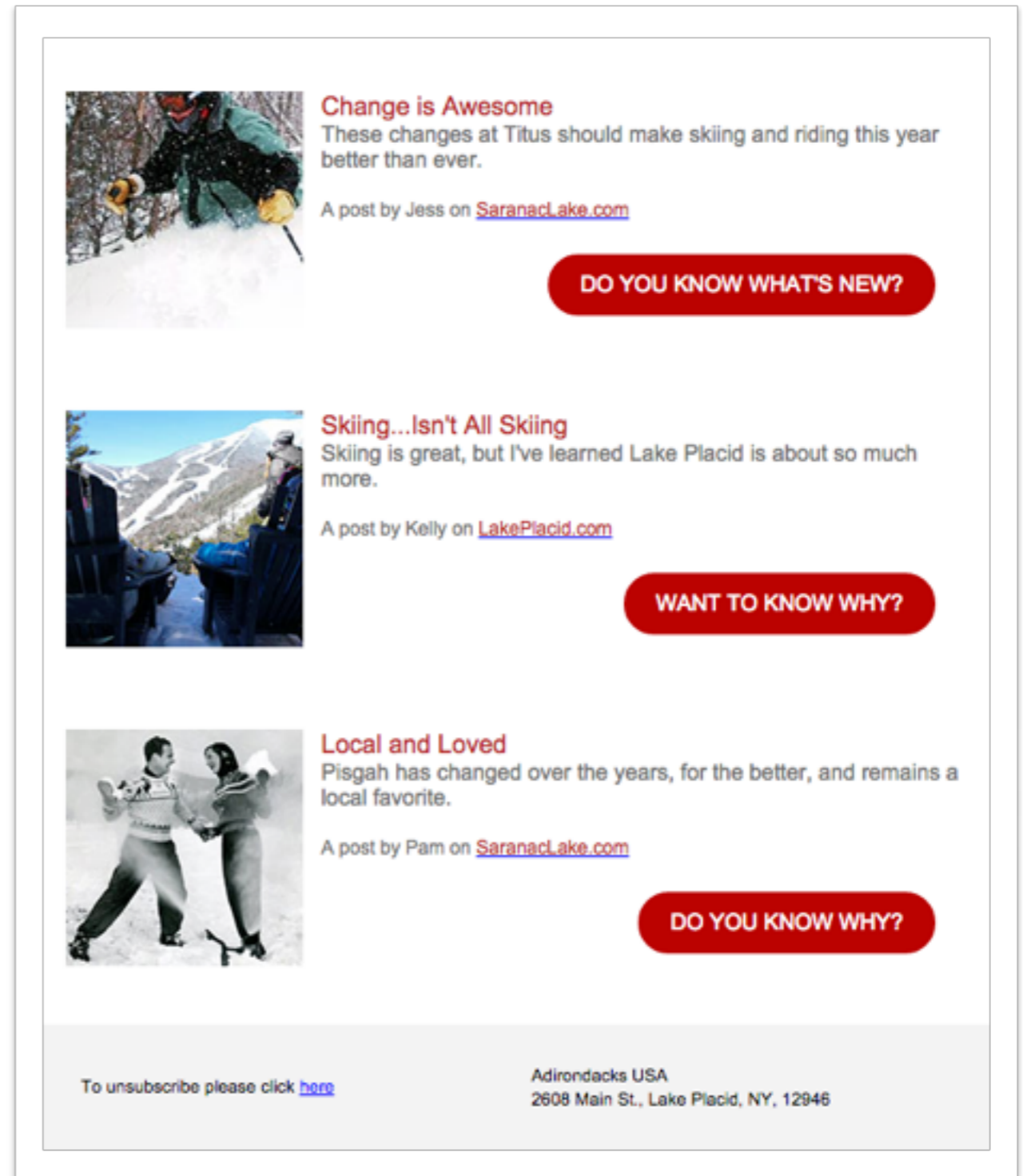
Easy to find?

Submitted by Brian Scully on Thu, 01/08/2015 - 14:48.

Awesome! Thank you so much. Is there any reason why you don't go around to the right of bluff island to get there? Also is the island clearly marked with a sign saying "Pirate Island"? We are so excited and are looking to make it a tradition if it turns out half as nice as you so wonderfully described. Thanks again!Brian

[delete](#) [edit](#) [reply](#)

e-Mail Marketing



47,816 - emails sent

14,344 - opened

427 - clicks to SaranacLake.com

Results

- Site traffic up 21.27%
- 210,791 visits
- 160,564 Unique Visitors



data: 1/1/2014-12/31/2014 compared to 2013 stats

Results

- Pageviews up
16.75% (727,775)



data: 1/1/2014-12/31/2014 compared to 2013 stats

Traffic Sources

	2014	2013	+/-	New Users
Organic	152,299	51,615	195.07%	113,339
Direct	24,838	12,887	92.74%	20,394
Referral	17,388	6,846	153.99%	13,671
Social	9,786	2,194	345.21%	6,272
e-Mail	6,269	5,135	22.08%	3,972

Demographics

Ideal age ranges all up:

55-64 - 23% of traffic - up 139.19%

24-34 - 20% of traffic - up 187.02%

45-54 - 20% of traffic - up 143.34%

35-44 - 15% of traffic - up 191.82%

Demographics

Gender split:

Female 52.61%

Male 47.39%

Behavior

	2014	2013	+/-
Lodging	52,774	42,086	25.40%
Camping	20,987	16,235	29.27%
Events	17,984	14,503	24%
winter-carnival	15,745	2,365	565.75%
Hiking	12,516	10,618	17.88%
Airport	12,333	8,948	37.83%
Dining	12,197	9,470	28.80%
Attractions	11,413	9,572	19.23%
Saranac Lake 6	11,117	7,873	41.20%
Shopping	7,474	6,079	22.95%

3 Pillars:

Health & Wellness: up 33.78%

Arts & Culture: up 33.89%

Learn To: up 72.88%

Site Conversions:

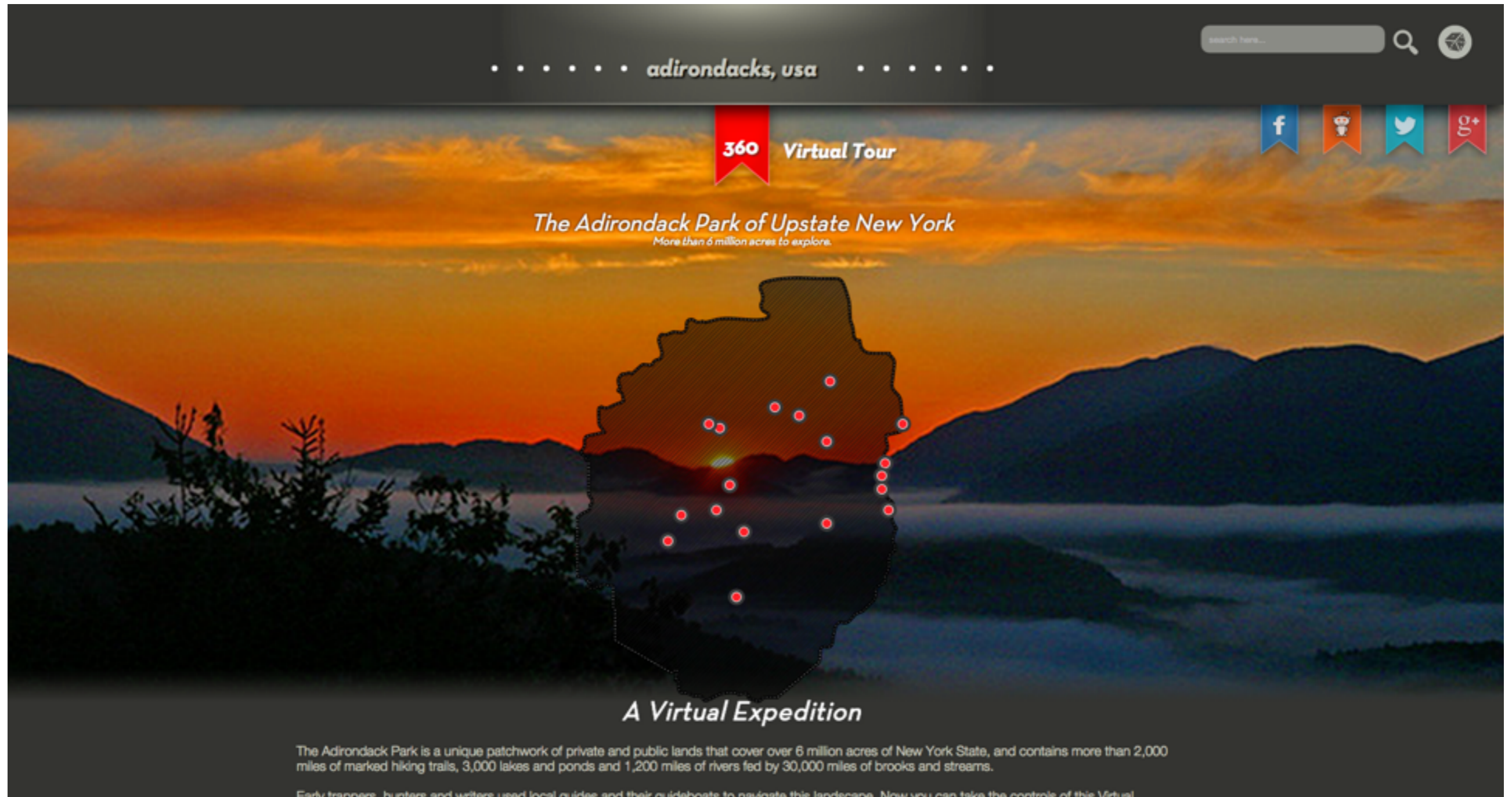
Up overall 57%

e-Mail Sign up: up 32.98%

Contest: up 83.78%

Bookings: up 50% (27)

adiondacksusa.com



ROOST









Waterhole
UPSTAIRS MUSIC LOUNGE





Welcome
Important
instructions on
how to operate
the camera obscura
are on the handout
on this table.



Roost

Photography



Saranac
LAKE
the ADIRONDACKS'
COOLEST PLACE



Saranac
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Roost



Video



Roost



2015

More of the same.

Roost

